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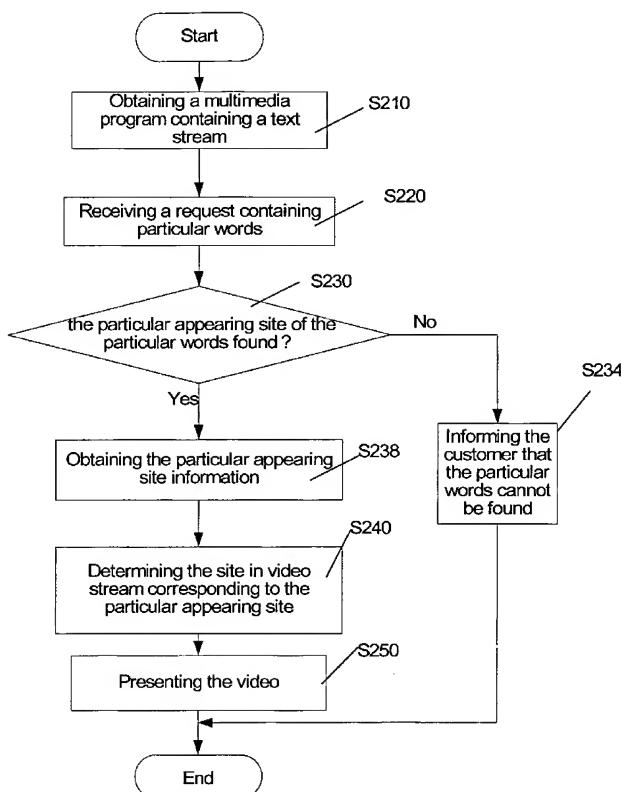
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(54) Title: METHOD AND APPARATUS FOR LOCATING CONTENT IN A PROGRAM



(57) Abstract: The present invention provides a content positioning method in a multimedia program comprising a stream with word symbol information. The method comprises the steps of receiving a request including specific word symbol from user; determining a present position of said specific word symbol in said stream with word symbol information; and determining other presentable information synchronously with the word symbol information at the appearing position. In comparison with the video information or audio information, a stream with word symbol information contains much smaller amount of data, and the analysis of a word symbol is much simpler, so that the present invention simplifies greatly the complexity of searching program contents, decreases the requirements of hardware, facilitates users' operation and satisfies user's personal requirement.

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